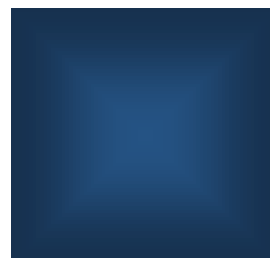
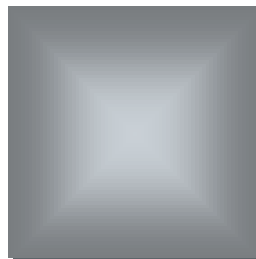


2016 IOWA INDUSTRY PROFILE

RETAIL TRADE

IOWA WORKFORCE DEVELOPMENT



Executive Summary

In 2015, the **retail trade** sector comprised 11.8 percent of all public and private covered employment in Iowa, providing jobs for 180,414 workers. These workers have an average annual wage of \$25,195, which is 42.8 percent lower than the average annual wage of \$44,094 for all employment. The retail trade sector is the third-largest sector in the state of Iowa.

Retail employment in Iowa had been declining prior to the Great Recession, but that pace accelerated in the deep recession years of 2009 and 2010. From 2006 to 2010, retail trade in Iowa shed 7,131 jobs, or 4.0 percent of employment. In 2015, employment has finally surpassed its 2006 pre-recession high; from 2006 to 2015, retail trade employment has added 269 jobs, an increase of about one-tenth of one percent.

This sector's wages are low both regionally and nationally. In the Midwest, Iowa has the lowest average annual wage in the retail trade sector; moreover, Iowa's average annual wage is 15.3 percent lower than the national average.

Women make up 52.0 percent of this sector's workforce.





RETAIL TRADE IOWA INDUSTRY PROFILE

What is Retail Trade?

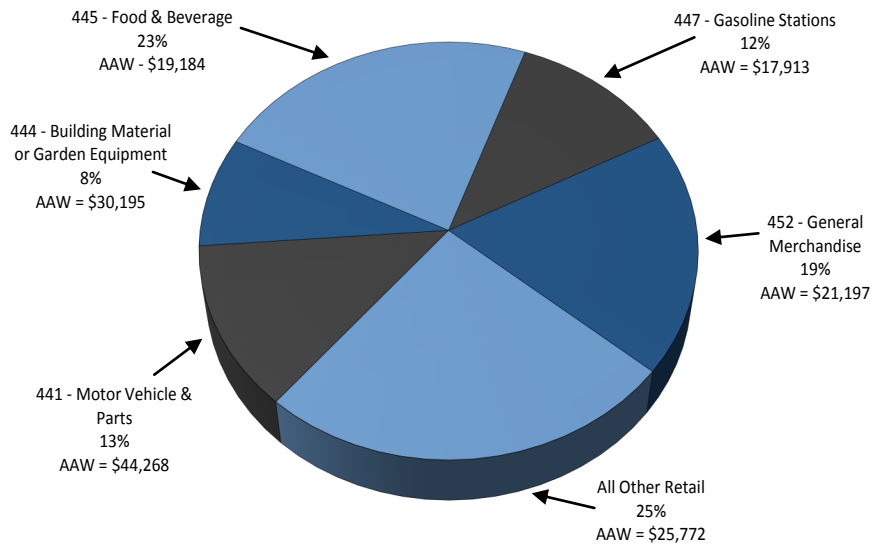
This sector comprises establishments engaged in retailing merchandise, generally without transformation, and rendering services incidental to the sale of merchandise.

The retailing process is the final step in the distribution of merchandise; retailers are, therefore, organized to sell merchandise in small quantities to the general public. This sector comprises two main types of retailers: store and non-store retailers.

2015 Industry Breakout by Employment in Iowa

Retail Trade

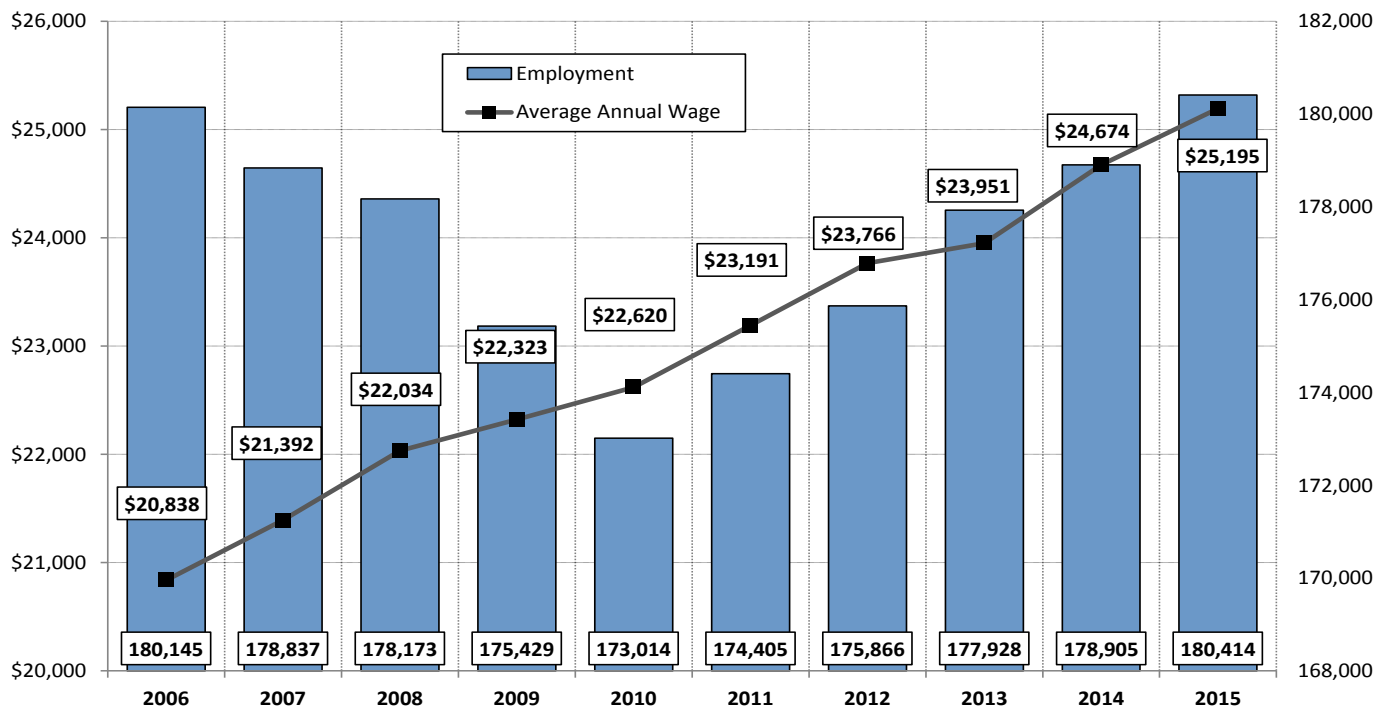
Percentage Employed & Average Annual Wage (AAW) by Subsector



Source: www.bls.gov/cew/bls_naics/bls_naics_app.htm

Source: Quarterly Census of Employment and Wages (QCEW), Iowa Workforce Development

2006-2015 Employment in Retail Trade



Source: Quarterly Census of Employment and Wages (QCEW), Iowa Workforce Development

RETAIL TRADE IOWA INDUSTRY PROFILE



Examples of Retail Trade Employers

Name of Company	Industry
Bass Pro Shops	Sporting goods stores
Best Buy	Electronic stores
Costco	Other general merchandise stores
Fareway	Grocery stores
Hartig Drug	Health and personal care stores
Hy-Vee Food Stores	Grocery stores
Karl Chevrolet	Automobile dealers
Lujack's Northpark Auto Plaza	Automobile dealers
Scheels All Sports	Sporting goods stores
Younkers	Department stores

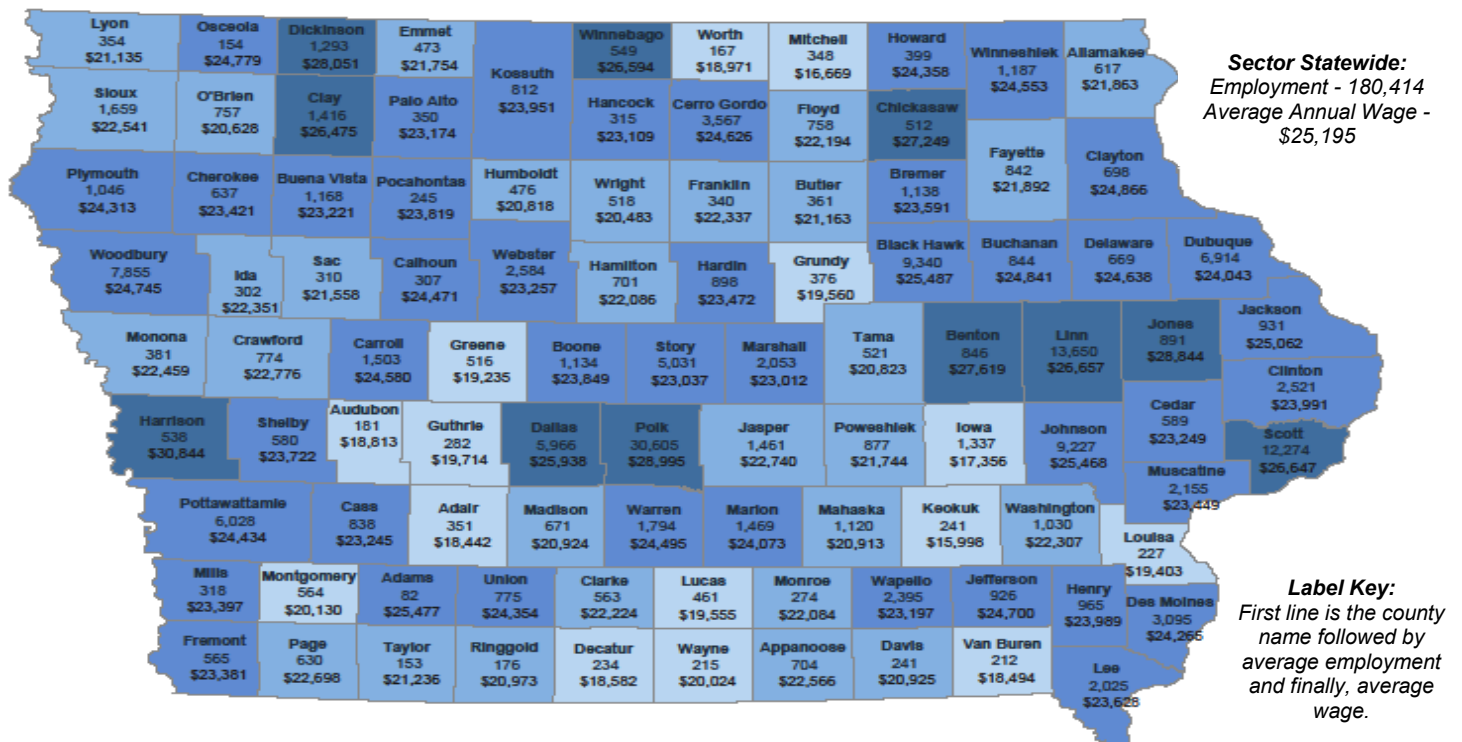
Source: www.iowaworkforcedevelopment.gov/employer-database

Employers

In 2015, there were 11,905 **retail trade** industry establishments across Iowa. **Gasoline stations** had the most locations in Iowa with 1,762. However, the **all other retail** subsector accounted for the most employment, supplying 25.1 percent of all jobs in the sector.

Retail trade represents a wide variety of subsectors, specializing in different types of retail. There are twelve different subsectors in retail trade, and the five largest have been broken out for further examination in the pie chart on the previous page.

2015 Covered Employment in Retail Trade



Wages Less than \$20,130 \$20,131 - \$22,776 \$22,777 - \$25,487 Greater than \$25,488

Source: Quarterly Census of Employment and Wages (QCEW), Iowa Workforce Development

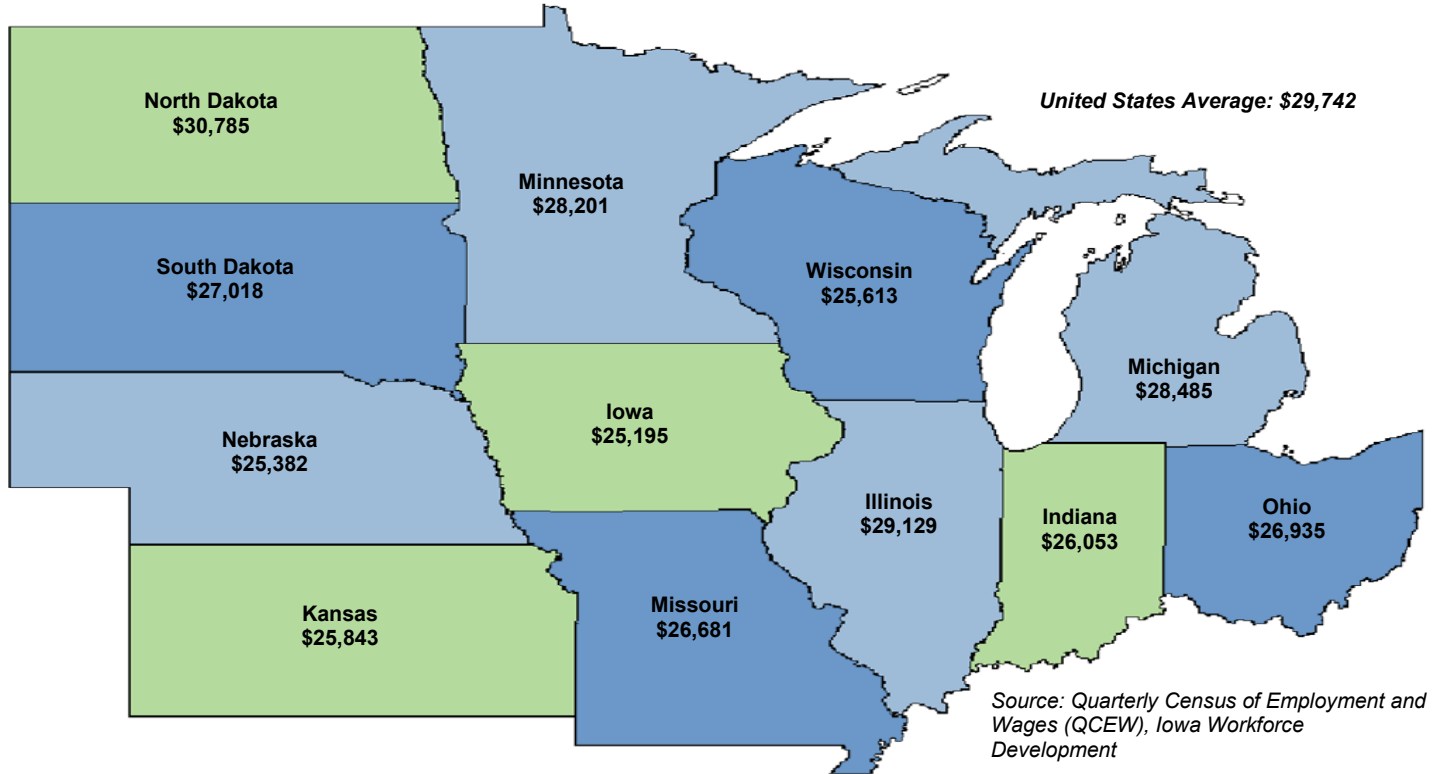
<https://www.iowaworkforcedevelopment.gov/labor-market-information-division>



RETAIL TRADE IOWA INDUSTRY PROFILE

2015 Average Annual Wage for Covered Employment in Retail Trade

State Comparisons by Private Ownership



Contact Information

Iowa Workforce Development, Employment Statistics Bureau

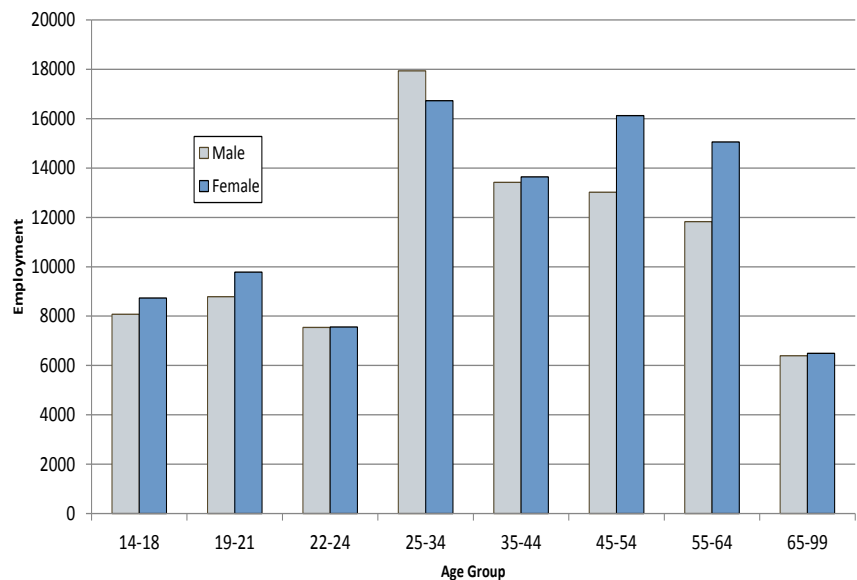
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Industry Distribution by Age & Gender 4th Qtr. 2015



Source: Local Employment Dynamics, Iowa Workforce Development and U.S. Census Bureau
<http://lehd.did.census.gov>